

Strategic Plan Background

On Thursday and Friday, September 30 and October 1, 2004, members of the Commission on Spanish Speaking Affairs (COSSA) met in Lansing to begin work on drafting a new strategic plan to address issues facing Hispanics in Michigan.

The previous strategic plan did not encompass the direction the current Commission was interested in pursuing over the next five years. As a result, the Commission, with the guidance of Nancy Foltz from the Office of Great Workplace, a division within the Office of the State Employer began the task of creating a strategic plan that would reflect the Commission goals for the next five years.

The first task was to review and revise the current vision and mission statements of the Commission. The current mission statement “***Hispanics working in unison and creating partnerships for the betterment of their quality of life in all areas***” does not accurately reflect the purpose of the Commission. The commissioners expressed what they believed to be the mission and vision to help develop a new mission statement, and ultimately, a new strategic plan.

General Mission

To enhance the abilities of Michigan Hispanics by improving their own quality of life and by:

- Promoting the appointment of more Hispanics in positions of influence in the public and private sector.
- Increasing the economic growth and stability of Hispanics
- Increasing the awareness, and support of Hispanic issues by local and state government officials.
- Promoting better education and academic achievement of Hispanics.
- A participatory, empowered Commission on Spanish-Speaking Affairs

Purpose

The purpose of the COMMISSION is to develop a unified policy and plan of action to serve the needs of Michigan’s Hispanic people. The law directs the Commission to:

- Advise the Governor, the Legislature, and the office concerning the coordination and administration of state programs serving Hispanics.
- Make recommendations to the Governor and the legislature regarding changes in state programs, statutes, and policies.
- Advise the Governor and the Legislature of the nature, magnitude, and priorities of the problems concerning Hispanic people.
- Review and approve grants to be made from federal, state, or private funds, which are administered by the office.
- Secure appropriate recognition of Hispanic accomplishments and contributions to the state.

- Review and approve the Annual Report prepared by the Office of Spanish-Speaking Affairs.

With this information, and after much discussion, the Commissioner's adopted the following mission statement: ***"Promoting the diverse interests of Hispanics in Michigan to have lives that are abundant with opportunities."***

The previous strategic plan focused the Commissions work to support initiatives under the former Department of Career Development. Since Governor Granholm signed Executive Order 2003-18 and moved the Commission to the newly formed Department of Labor and Economic Growth, Commissioners saw greater opportunity to have an impact on areas and services that affected Hispanics.

The proposed strategic plan focuses on four key areas (in no particular order):

- Legislative
- Leadership and Political Process
- Economic Development
- Education

Previous areas the Commission focused on were integrated into each of these key areas.

The Commission has maintained a relationship with the Office of Migrant Affairs, a division within the Family Independence Agency which focuses on Migrant and Seasonal Worker issues. Also, since the Commission was instrumental in the formation of the Michigan Hispanic Senior Citizens Coalition (MHSCC). A Commissioner will serve in a liaison role to these groups, and providing feedback to the commission on matters that come before these two groups.

The Commissioners are looking to empower themselves with a document and mission that will drive their work over the next 5 years. There was concerns expressed regarding the existence, role and function of the Commission on Spanish Speaking Affairs is not known by the community at large. Achievement and visibility will bolster the image and value of the Commission. This document serves to direct the Commission to achieve this goal.

Priority Area

Legislative

In five years (2009) what is the expected outcome for the Hispanic Community because COSSA focused on this priority?

Legislation that:

- Positively impacts the Hispanic community will be approved/maintained
- Negatively impacts the Hispanic community will be defeated/repealed

Annual Milestones: Describe what will be achieved by the end of each year (or as many years as anticipated):

2005:

- Create a legislative agenda
- Create a legislative calendar
- Conduct legislative “meet and greet” events
- Establish and maintain positive and effective relationships with State and Local elected officials
- Serve as a appointment referral source for state and local boards and commission candidates
- Conduct “personal” acts of kindness for key stakeholders

2006:

- Establish and maintain a network for achieving legislative goals
- Create and present clear position statements
- Create a wish list for legislators on issues and initiatives for legislators

2007, 2008, 2009:

Continuation of 2005 and 2006 activities

Other Milestones:

Achievement will be measured by:

- Influence on legislative actions (budget process, more programs for Hispanic community, etc)
- Commissioners and the Commission will be sought out by legislators as they debate and deliberate policy issues
- Appointment recommendations adopted by State and Local Officials

Priority Area

Leadership and Political Process

In five years (2009) what is the expected outcome for the Hispanic Community because COSSA focused on this priority?

- Increased number of Hispanic leaders at all levels of government and community activism throughout the State of Michigan (this would include professors, Executive directors of organizations, corporate leadership, city/local leaders, boards and commissions, and advocacy groups)

Annual Milestones: Describe what will be achieved by the end of each year (or as many years as anticipated):

2005:

- Fact Finding: Identifying the number of non-Hispanic and Hispanic leadership institutions/programs/groups in Michigan
- Benchmarking: Identify the number of Hispanic leaders in the state of Michigan (local, county, and state officials)
- Curriculum: Develop ideas for a statewide Hispanic Leadership Institute

2006:

- Develop partnerships with groups/institutions/programs identified in 2005
- Begin to identify future leaders as program participants
- Continue to develop curriculum, set agenda (What are we going to do? What will it be like? How will we market it?)

2007:

- Identify and secure funding sources/sponsorship for the Leadership Institute
- Continue planning and finalizing agenda and curriculum

2008:

- First statewide Leadership Institute will be held with COSSA as main sponsor

2009:

- Track participants, evaluate curriculum, and plan another Leadership Institute

Other Milestones:

Priority Area

Economic Development

In five years (2009) what is the expected outcome for the Hispanic Community because COSSA focused on this priority?

- COSSA will have hosted a successful business forum
- More Hispanics will be hired in the State Procurement Office
- More Hispanics in the Michigan Minority Business Development Council (as members and officers)
- Opportunities to do business/bid on state projects will be posted on the COSSA website
- Contact will be made with different businesses and associations about the possibility of having procurement workshops

Annual Milestones: Describe what will be achieved by the end of each year (or as many years as anticipated):

2005:

- Begin discussions and planning on hosting a small business forum
- Post information on the COSSA website about working with the State of Michigan (Department of Transportation, Department of Management and Budget, Department of Information Technology, Etc.)
- Send the same information to Hispanic media
- Work with Civil Service to identify what requirements are needed to be hired as a procurement officer.

2006:

- COSSA will host a small business forum bringing in manufacturers and small business owners allowing these entities know what they need to know about doing business with the State
- Round table discussion with the Directors of Department of Management and Budget and Department of Labor and Economic Growth will be held to see how they monitor that work on big projects are being subcontracted out to minority vendors

2007:

- Continue to host small business forums to talk about new opportunities

2008:

- Continue to host small business forums showcasing success stories

2009:

- Continue to host small business forums showcasing success stories

Other Milestones:

Priority Area

Education

In five years (2009) what is the expected outcome for the Hispanic Community because COSSA focused on this priority?

To assist in increasing Michigan Hispanic:

- High school graduation rates (by 10 %)
- College enrollment (by 5 %)
- College graduation (by 3 %)

Annual Milestones: Describe what will be achieved by the end of each year (or as many years as anticipated):

2005:

- Middle School (8th grade) partnership and collaboration with local organizations and schools to promote high school graduation
- High School (9th grade) partnership and collaboration with technical schools, community colleges, and universities to promote incentives for college entry
- Fundraiser (yearly): initiate scholarship fundraiser by February 2005

2006:

- Middle School (8th grade) partnership and collaboration with local organizations and schools to promote high school graduation
- High School (9th grade) partnership and collaboration with technical schools, community colleges, and universities to promote incentives for college entry
- Fundraiser (yearly): continue scholarship fundraiser
- Start fundraiser for Hispanic Education/Career Conference to be held at a later date

2007:

- Middle School (8th grade) partnership and collaboration with local organizations and schools to promote high school graduation
- High School (9th grade) partnership and collaboration with technical schools, community colleges, and universities to promote incentives for college entry
- Fundraiser (yearly): continue scholarship fundraiser
- Start fundraiser for Hispanic Education/Career Conference to be held at a later date
- Create partnerships with employment organizations and businesses to promote Hispanic Education/Career Focus Conference

2008:

- Middle School (8th grade) partnership and collaboration with local organizations and schools to promote high school graduation
- High School (9th grade) partnership and collaboration with technical schools, community colleges, and universities to promote incentives for college entry
- Fundraiser (yearly): continue scholarship fundraiser
- Start fundraiser for Hispanic Education/Career Conference to be held at a later date
- Create partnerships with employment organizations and businesses to promote Hispanic Education/Career Focus Conference
- Awards Program for Hispanic Graduates

2009:

- Middle School (8th grade) partnership and collaboration with local organizations and schools to promote high school graduation
- High School (9th grade) partnership and collaboration with technical schools, community colleges, and universities to promote incentives for college entry
- Fundraiser (yearly): continue scholarship fundraiser
- Start fundraiser for Hispanic Education/Career Conference to be held at a later date
- Create partnerships with employment organizations and businesses to promote Hispanic Education/Career Focus Conference
- Awards Program for Hispanic graduates
- Awards Ceremony for Hispanic Technical School, Community College and University graduates.

Other Milestones:

Promote Hispanic College Retention – Collaborate with employers to initiate encouragement for graduation and hopeful career placement